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COMMISSION

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## *Memorandum*

TO: Administration Committee

DATE: July 7, 2010

FR: Executive Director

W. I. 1112

RE: Consultant Panel – Climate Initiatives Public Outreach Program

MTC staff requests the Committee's approval to create a panel of six pre-qualified consultants (listed in Table 1) to engage on an as-needed basis over the course of the three-year Climate Initiatives Public Outreach program. The resulting consultant contracts will authorize work on a task order basis. Panel selection will not necessarily result in award of a contract. The maximum amount available for all contracts is \$7,500,000.

### **Background**

In December 2009, MTC programmed \$80 million over a three-year period to implement the Climate Initiatives Program including a \$10 million public education and outreach program. On April 7, 2010, MTC, in partnership with the Bay Area Air Quality Management District (BAAQMD), issued a Request for Qualifications (RFQ) to select a pool of firms to assist us with the public outreach element of the program. The program aims to:

- Encourage the public toward making the behavioral choices that result in reduced greenhouse gas (GHG) and motor vehicle-related emissions;
- Measure effectiveness of the campaign and its components via testing through pilot programs using control groups, as well as through public opinion surveys and public awareness/action surveys including emissions-reductions estimates;
- Link public messages and actions, as appropriate, to the protection of public health in the Bay Area.

We will accomplish these tasks by bringing together private and public partners to create a comprehensive, Bay Area-focused GHG emission reduction program. The program will include the creation of a comprehensive website and web-based tools that will help Bay Area residents reduce their carbon footprint. The program will also showcase what individuals, communities and the region are doing to reduce GHG emissions. Last, the program will provide measurable results to determine the effectiveness of each strategy.

**Task 1** will implement a branded, Bay Area climate public outreach program involving many partners. The aim is to inspire the region's progressive institutions and individuals to join together on a unified campaign to reduce the region's carbon footprint. The campaign

will provide a “home” for existing climate programs in the Bay Area and potentially inspire new efforts based on initial successes;

**Task 2** will develop tools that the public can use to reduce their transportation-related GHG emissions. New behavior-change programs and tools will be packaged into the public education campaign and will be tested with a smaller group first and, if successful, expand to a larger campaign.

### **Proposal Evaluation**

MTC received 25 statements of qualification (SOQs) in response to the RFQ. An evaluation panel, composed of MTC, BAAQMD and Joint Policy Committee (JPC) staff members reviewed the proposals based on the following criteria: overall firm and proposed staff expertise and experience, specific qualifications of lead staff for indicated tasks, hourly rates, and communication skills and recommends the following be placed on the prequalified list:

**Table 1**

	<b>Firm</b>	<b>Task 1</b>	<b>Task 2</b>	<b>Role</b>
1)	RHDG: San Francisco, CA	X	X	Serve as the lead firm responsible for creating the program’s overall work plan and will serve as the lead for Task 1.
2)	Volvo IT: Costa Mesa, CA		X	Serve as the lead for Task 2.
3)	Collectively, LLC: Oakland, CA	X	X	Provide assistance with partnerships and web-based bicycle tools.
4)	ColeMarion: Oakland, CA	X	X	Provide assistance with ethnic marketing and serve as back-up on the social marketing element.
5)	Field of Vision: San Francisco, CA	X	X	Provide assistance with any visual elements of the marketing campaign.
6)	O’Rorke, Inc.: San Francisco, CA	X		Provide assistance with partnerships and market research.

### **Next Steps**

Once the panel of consultants is approved by the Commission, MTC and BAAQMD staff will work with the lead firm to create a program. Staff will bring the program’s plan to MTC’s Planning Committee for approval prior to executing a task order for implementation.

### **Recommendation**

Staff recommends that the Committee approve the list of pre-qualified consultants identified in this memorandum to serve as the consultant pool available to provide assistance for the Climate Initiatives Public Outreach program for a three-year period. Going forward, staff will return to this Committee for contract approval in each instance in which a contract exceeds the Executive Director’s delegated signature authority. The maximum amount available for all contracts is \$7,500,000.

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Steve Heminger

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REQUEST FOR COMMITTEE APPROVAL  
Summary of Pre-Qualified Consultant Panel

Work Item No.:	1112
Consultant Teams:	<ul style="list-style-type: none"><li>• Collectively, LLC, Oakland, CA</li><li>• ColeMarion Strategic Marketing, Oakland, CA</li><li>• Field of Vision, San Francisco, CA</li><li>• O’Rorke, Inc., San Francisco, CA</li><li>• RHDG, San Francisco, CA</li><li>• Volvo IT, Costa Mesa, CA</li></ul>
Work Project Title:	Climate Initiatives Public Outreach Program
Purpose of Project:	Creation of a regionwide campaign to reduce greenhouse gas emissions.
Brief Scope of Work:	Implement a branded, Bay Area climate program involving many partners and develop tools that the public can use to reduce their transportation-related GHG emissions.
Total Project Cost Not to Exceed:	\$7,500,000
Funding Source:	100% CMAQ with toll credit
Fiscal Impact:	Project is included in MTC’s budget for FY 2010-11
Motion by Committee:	That the Committee approve the above list of pre-qualified consultants to provide assistance over the course of the Climate Initiatives Public Outreach Program on an as-needed basis, subject to appropriate contract approval procedures.
Admin Committee Chair:	<hr/> Tom Bates
Approved:	Date: July 14, 2010